

DAVID Y. IGE
GOVERNOR OF HAWAII



**STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES**

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**Testimony of
CARTY S. CHANG
Interim Chairperson**

**Before the House Committee on
TOURISM**

**Wednesday, March 25, 2015
10:45 am
State Capitol, Conference Room 312**

**In consideration of
HOUSE CONCURRENT RESOLUTION 199/HOUSE RESOLUTION 135
SUPPORTING THE CONCEPT OF THE RAINBOW STOP PILOT PROJECT TO
MAKE VIEWING HAWAII'S RAINBOWS SAFE AND EASY AND PROMOTE
HAWAII'S RAINBOWS THROUGHOUT THE WORLD**

House Concurrent Resolution 199/House Resolution 135 proposes to support the concept of the Rainbow Stop Pilot Project to make viewing Hawaii's rainbows safe and easy and promote Hawaii's rainbows throughout the world by a preprogrammed global positioning system so that tourists and residents could easily find and access Rainbow Stop locations. **The Department of Land and Natural Resources (Department) appreciates the intent of these measures and offers the following comment.**

The Department is intrigued by the concept of new technology for Smartphones that could predict the occurrence of a rainbow. This adaptation of the use of Smartphones may add aesthetic value to the resident and visitor experience in certain areas under the jurisdiction of the Department.

While the Department has no funding to contribute to this venture or for any ancillary signage, staff is willing to meet with the Hawaii Tourism Authority and interested parties to discuss a pilot project, once there is functional technology that is free of charge. Staff could identify potential areas under the Department's jurisdiction - such as State Parks, where rainbow viewing is currently an opportunity and whether or not a "Rainbow Stop" could be created to provide a value added opportunity for our recreational users.

CARTY S. CHANG
INTERIM CHAIRPERSON
BOARD OF LAND AND NATURAL RESOURCES
COMMISSION ON WATER RESOURCE MANAGEMENT

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CONSERVATION AND COASTAL LANDS
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ENGINEERING
FORESTRY AND WILDLIFE
HISTORIC PRESERVATION
KAHO'OLAWE ISLAND RESERVE COMMISSION
LAND
STATE PARKS

Aloha and good morning to all our distinguished leaders of hawaii.

It is my pleasure and honor to be here this morning to present an idea to you all that i hope will capture your attention as it has our company and many other believers.

My name is Paul Cynn president of Idea Hunter.

Our company has produced a number of products available out on the market to include a crystal putter which is made with clear crystal so it has an invisible head right down to crab scissors.

Today i come to you with an idea that is sure to please our islanders and visitors on our islands, but most especially, we hope this will entice more visitors to our islands. The idea is creating rainbow stops. A place where spectators can stop and view one of the best views that hawaii is famous for -- rainbows. Just as we have lookouts for various scenic sights, we create stops for rainbow sights. The greatest thing about this idea is that is very cost effective -- almost free. Cost would be to find the areas to place signs for the lookout. allow spectators to pull over and view a rainbow or two. Just as we have lookouts at various scenic sights on the island, we would like to create stops to view rainbows.

The way to advertise our island and it's beautiful rainbows would be through a website that would show a video of some of our rainbows. All it take is one individual to view this video and pass it on to more family and friends who will pass it on to their family and friends, and so on and so on.

There is a rainbow video clip on youtube reflecting a view of a rainbow from yosemite national park. It does not come close to our big and colorful -- sometimes double rainbows that occur here on our islands almost on a daily basis. Yet that video has over 41 million hits in 4 years -- more than 10 million in just a year. Rainbows are a popular item for many to view all over the world. Many countries do not even have a rainbow including china. Can you imagine how much income this sight will bring in to our islands in terms of their visit on a vacation? With my business insight i predict we can increase our tourism visitors to over 7% just for the rainbow advertisement. Additional income from their spenditure could bring in about a billion dollars in revenue.

We are also working with computer scientists and a mediology proressor from uh to help us predict when rainbows will be visible. According to the professor, all we need is shower and sunlight. Furthermore, we are also working with a hotel in waikiki who predicts that they can shoot water over the ocean in the mornings when sunlight is visible to create a "man made" rainbow visible to many vacationing in waikiki.

Again, free advertisement of our islands. They take a photo or two and share it with a friend or two and these photos go viral.

From our company's point of view, it's a win/win situation for tourists and our islands. It is with our hope that you can visualize the rainbow stops as another tourist attraction just as we do.

Thank you for your time.

I really wish we can decorate the greatest rainbow State of Hawaii with rainbows so we can become a more prosperous state.

Thank you.

March 24, 2015

House Committee on Tourism
Representative Tom Brower, Chair
Representative Takashi Ohno, Vice Chair

RE: HCR 199 / HR 135

Most distinguished Chairs Brower and Ohno and Members of the Committee:

I write in **SUPPORT** of HCR199 / HR 135 – The Rainbow Stop Pilot Project for Hawaii.

Having a safe roadside location to view and appreciate the beauty of rainbows, as well as use the opportunity to photograph and share the beauty of this natural phenomenon 'virtually' with people throughout the world would benefit residents and tourists alike!

Growing up anywhere outside of Hawaii, many dream of experiencing the wonders of nature so prevalent in Hawaii. With Rainbow Stops, this photo op experience could be safely and easily shared and sent 'virtually' to the hand-held devices of the visitor's friends – which, in turn, translates to a blog post, a twitter feed – a virtual 'Welcome to Hawaii' postcard to millions of people daily.

The Hawaii Tourism Authority will gain millions of 'visitor ambassadors of Aloha,' as visitors will want to share their Rainbow photos on the HTA website too. Increased website usage and a well-crafted campaign encouraging use of Rainbow Stops would be a cost-effective way to increase tourism ... and highlight the uniqueness of Hawaii – The Rainbow State of America.

Respectfully submitted,

Christine Olah, Hawaii Resident
(I signed the petition to have Rainbow Stops in Hawaii)
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("The obvious is that which is never seen until someone expresses it simply."-- Kahlil Gibran)